IN THE CLAIMS

Please amend the claims as follows.

1.   (Previously Presented) A method for maintaining login preference information of users of a network-based transaction facility, the method comprising:

communicating user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility and specifying a login interface facilitating user input of login preference information pertaining to each of the plurality of features;

receiving the login preference information from the client via the communications network; and

utilizing the login preference information to control user access to any of the plurality of features within the network-based transaction facility via the communications network, wherein control is enforced with subsequent login sessions initiated by the user by utilizing the login preference information.

2.   (Original) The method of claim 1 wherein the login preference information indicates whether a user password should be remembered for each of the plurality of features.

3.   (Original) The method of claim 1 comprising storing the login preference information in a database.

4.   (Original) The method of claim 3 further comprising:

initiating a user session upon receiving user login information;

retrieving the login preference information from the database using the user login information;

storing the login preference information in a session cookie during the user session;

receiving a user request to access a selected feature of the plurality of features within the network-based transaction facility; and

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utilizing the login preference information in the session cookie when determining

whether to require the user to enter user access information before providing user access to the

selected feature.

5.   (Original) The method of claim 4 wherein the login preference information is stored in

the session cookie in a secured manner.

6.   (Original) The method of claim 3 further comprising:

receiving a user request not to use a cookie during user online activity within the

network-based transaction facility; and

retrieving the login preference information from the database when determining whether

to require the user to enter user login information before providing user access to a selected

feature of the plurality of features within the network-based transaction facility.

7.   (Original) The method of claim 1 further comprising:

presenting a user interface allowing the user to change the login preference information;

and

updating the login preference information in a database.

8.   (Original) The method of claim 1 further comprising:

receiving user login information;

determining that the user has previously provided the login preference information; and

presenting a welcome user interface including user interface information indicating that

the user has previously provided the login preference information.

9.   (Original) The method of claim 1 including always requiring a user password for any

feature involving display of user personal information.

10.   (Original) The method of claim 9 wherein the user personal information includes any one of a group comprising credit card information and registration information.

11.   (Original) The method of claim 1 wherein the network-based transaction facility is a network-based auction facility.

12.   (Previously Presented) A method to control access to a network-based transaction facility, the method including:

identifying a user associated with a network session that logs into the network-based transaction facility;

identifying stored access preferences associated with the user, the stored access preferences indicating access requirements to each of a plurality of features provided by the network-based transaction facility; and

controlling access to each of the plurality of features in accordance with the stored access preferences.

13.   (Original) The method of claim 12 wherein the controlling comprises implementing different access restrictions to respective features of the plurality of features according to the stored access preferences.

14.   (Original) The method of claim 12 wherein the controlling requires selectively requiring user identity verification information to access a first feature of the plurality of features in accordance with the stored access preferences.

15.   (Original) The method of claim 14 wherein the user identity verification information comprises a password.

16.   (Original) The method of claim 12 including communicating a request to the user to

determine a set of access preferences pertaining to the plurality of features, and storing a

response to the request as the stored access preferences.

17.   (Original) The method of claim 16 wherein the request comprises a user interface via

which the user composes the response.

18.   (Original) The method of claim 16 wherein the user interface comprises a markup

language document.

19.   (Original) The method of claim 12 wherein the plurality of features includes any one of a

group comprising sell, bid, chat, feedback, account information, personalization, tracking and

financial features.

20.   (Previously Presented) A system for maintaining login preference information of users of

a network-based transaction facility, the system comprising:

        a display function to communicate user interface information to a client via a

communications network, the user interface information including information concerning a

plurality of features within the network-based transaction facility and specifying a login interface

facilitating user input of login preference information pertaining to each of the plurality of

features;

        a receive function to receive the login preference information from the client via the

communications network; and

        an access function to utilize the login preference information when controlling user

access to any of the plurality of features within the network-based transaction facility via the

communications network, wherein control is enforced during subsequent login sessions to the

network-based transaction facility by using the login preference information.

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21. (Previously Presented) A system to control access to a network-based transaction facility, the system including:

a user identification function to identify a user associated with a network session that logs into the network-based transaction facility;

a receive function to identify stored access preferences associated with the user, the stored access preferences indicating access requirements to each of a plurality of features provided by the network-based transaction facility; and

an access function to controlling access to each of the plurality of features in accordance with the stored access preferences.

22. (Previously Presented) A system for maintaining login preference information of users of a network-based transaction facility, the system comprising:

a first means for communicating user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility and specifying a login interface facilitating user input of login preference information pertaining to each of the plurality of features;

a second means for receiving the login preference information from the client via the communications network; and

a third means for utilizing the login preference information to control user access to any of the plurality of features within the network-based transaction facility via the communications network, wherein control is enforced for subsequent login sessions into the network-based transaction facility by using the login preference information.

23.   (Previously Presented) A system to control access to a network-based transaction facility, the system including:

a first means for identifying a user associated with a network session that logs into the network-based transaction facility;

a second means for identifying stored access preferences associated with the user, the stored access preferences indicating access requirements to each of a plurality of features provided by the network-based transaction facility; and

a third means for controlling access to each of the plurality of features in accordance with the stored access preferences.

24.   (Previously Presented) A computer readable medium that provides instructions, which when executed on a processor, cause said processor to perform operations comprising:

communicating user interface information to a client via a communications network, the user interface information including information concerning a plurality of features within the network-based transaction facility and specifying a login interface facilitating user input of login preference information pertaining to each of the plurality of features;

receiving the login preference information from the client via the communications network; and

utilizing the login preference information to control user access to any of the plurality of features within the network-based transaction facility via the communications network, wherein control is enforced for subsequent login sessions into the network-based facility by using the login preference information.

25.   (Previously Presented) A computer readable medium that provides instructions, which when executed on a processor, cause said processor to perform operations comprising:

identifying a user associated with a network session that logs into the network-based transaction facility;

identifying stored access preferences associated with the user, the stored access preferences indicating access requirements to each of a plurality of features provided by the network-based transaction facility; and

controlling access to each of the plurality of features in accordance with the stored access preferences.